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**FOR IMMEDIATE RELEASE:**

**Chef & Sommelier® Brings 10 Years of Clarity to the Wine Experience**

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Chef & Sommelier® brand announces new shapes for its Cabernet Stemware and an entire new collection devoted to enhanced tasting aptly named Reveal'Up. In celebration of the brands 10 year anniversary and product innovations, Chef & Sommelier® will be a participating sponsor at the upcoming Los Angeles Food & Wine Festival and NYC Food & Wine Festival. To complement the culinary events, Chef & Sommelier® will be premiering its new Reveal'Up and trusted Cabernet stemware first-hand to industry professionals.

Stemware designed specifically for Burgundy and Bordeaux is the latest addition to the variety of restaurant wine glasses in the Cabernet line. These new shapes allow restaurants to elevate their wine service by pouring wines in glasses specifically designed to showcase its characteristics. The wider bowl of the Burgundy glass concentrates aromas of lighter wines and is ideal for Pinot Noir and Chardonnay. The wider straight chimney of the Bordeaux glass allows the acidity of alcohol to reduce and is ideal for Cabernet wine. Both of these new stemware shapes include laser cut sheer rim technology (1.2mm) for optimum wine tasting.

**Durability, Brilliance and Clarity.** Cabernet Stemware has long been a trusted collection counted on by restaurants to deliver the highest durability and quality – all as a result of the innovative Kwarx® material that is both revolutionary and exclusive to the Chef & Sommelier® brand. The new Burgundy and Bordeaux shapes add an element of refinement, which happily marries with the trend toward customers embracing more premium wines, leading to increased profitability.

There's nothing more jarring than the crash of breaking glass in a restaurant. For the customer, it's a conversation stopper. For the restaurateur, it's the sound of lost profits. That's why Kwarx® was engineered to be stronger and stay in service longer – minimizing typical breakage episodes. In fact, this material is so superior the glasses are even guaranteed to withstand up to 2,000 industrial dishwashing cycles while remaining brilliant and clear. The colorless materials, sheer rim and flawless seams on the stem make it perfect to the sight, taste and touch of restaurant guests.

And, the Cabernet collection is not just limited to stemware. Newly introduced tumblers and barware line extensions boast the use of Kwarx® material and provide operators with a single, full range solution for all areas of operation.

## Collection Debut – Reveal’Up

Reveal’Up is a revolutionary new collection introducing two contemporary shapes—one *Intense*, the other *Soft*—specifically crafted to enhance the wine tasting experience. Reveal’Up glasses are available in eight different sizes to meet all restaurant serving requirements.

Chef & Sommelier® ambassador Julia Scavo, ranked 3<sup>rd</sup> Best Sommelier in the Association de la Sommelier International (ASI) in Europe, kept four key elements in mind when designing the collection: Touch, Sight, Smell and Taste. The glasses feel light in the hand, perfectly balanced, and their laser cut sheer rim (.9mm) is pleasant on the lips. Its lines are aesthetically beautiful and its perfect clarity allows the wine to show its true colors. Scavo designed the Reveal’Up glass to minimize alcohol perception thus enhancing the aroma and taste of the wine. The *Intense* shape provides an extra-large oxygenation surface - all the better for the wine to breathe. This glass is perfect for the tasting of full bodied, highly tannic reds. The *Soft* glass, on the other hand, still has a relatively large oxygenation surface but a smaller bowl opening and is intended for the tasting of young, light wines. Both have a 2-4 Oz. gauge to ensure accurate economical pours making them ideal for a wine by the glass programs. Both also offer the largest oxygenation surface in the Chef & Sommelier® wine collection—perfect for tasting young or mature wine varietals, as well as strong and tannic.

Durability is also of utmost importance in the Reveal’Up collection. Its one thing to up the ante on elegance and style but the restaurateur is still concerned about chipping and breakage. Not to worry. Reveal’Up glasses are also made of Kwarx® material and can stand up to the rigors of commercial dishwashing and rough handling with the best of them. Reveal’Up glasses are a perfect complement to elegant table settings and enhance the experience of enjoying fine wines.

To view our New Reveal’Up and Cabernet Collections visit <http://goo.gl/cfs6mO>.

To learn more about Chef & Sommelier®, visit [www.cardinalfoodservice.com](http://www.cardinalfoodservice.com).



Chef & Sommelier® relies on innovative materials, high standards of excellence and has a reputation for strength and durability. The brand offers a complete collection of drinkware, dinnerware and flatware designed exclusively with food & beverage experts. Aimed at the finest restaurants and hotels, Chef & Sommelier® helps professionals express their creativity and talent, to awaken the senses of the most demanding diners. Cardinal International, based in Pine Brook, NJ, is the leading manufacturer and marketer of tabletop products to the North American foodservice market. Our brands include Chef & Sommelier®, Arcoroc® and Tiger-glass. Through our extensive collection of drinkware, dinnerware, and flatware, we provide comprehensive smart serving solutions that meet the demands of the foodservice industry. Our mission is to set new standards through innovative product design, technological advancement, global teamwork and extraordinary customer service.